

<b>Centro</b>	Facultat de Ciències Socials
<b>Período académico</b>	2020-2021
<b>Estudio</b>	Grado en Ciencias Políticas
<b>Asignatura</b>	Comunicación institucional
<b>Créditos ECTS</b>	6

#### Idioma de impartición de las clases

English

#### Descripción

The « Institutional Communication » course offers three main parts:

- [1] A general introduction to Corporate Communication;
- [2] A presentation of the main tasks of the Dircom figure in Corporate and Institutional Communication and understanding of each task;
- [3] The acquisition of specific skills regarding professional work assets regarding Media Relations as a specific task of the Dircom figure in Corporate and Institutional Communication.

#### Objetivos. Conocimientos y habilidades

The main objectives of the «Institutional and Corporate Communication» course are:

- To understand the concept of Institutional and Corporate Communication and the need for integrating Communication in the Organizations;
- To analyse the evolution of Institutional and Corporate Communication and identify the Dircom as the present figure responsible for communication in the context of contemporary organizations;
- To get familiar with the concept and the "use" of Stakeholders as the way to get to our listeners;
- To be able to distinguish between the tasks of the Dircom and the specialized ways of communicating according to the audiences and/or the goal of the message;
- Acquire the professional skills and attitudes related to the Dircom figure, particularly in relation with Media Relations;
- To study of specific case studies and the development of Dircom Media Relation skills through practices and workshops;
- To understand Internet as a transversal channel in the practice of Corporate Communication.

With the «Institutional and Corporate Communication» course the students must attain the following skills:

- Empathy to be able to think both as a Dircom and as a journalist who works in a Media;
- Analytic ability regarding communication / journalism related to Institutional and Corporate Communication practices, both in the context of national and international institutions;
- Flexibility and openmindedness in order to follow the main trends of Institutional and Corporate communications that are shifting towards new paradigms (e. g. new media, intercultural context, etc.).
- Planning communication and writing skills according to the Dircom functions in an organization.

CB1 - Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio

CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio

CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética

CB5 - Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía

CG3 - Ser capaz de comprender y sintetizar proposiciones complejas sobre cuestiones sociales y políticas, con sentido crítico, en el contexto en el que se presentan.

CG4 - Ser capaz de reunir e interpretar datos relevantes para elaborar argumentaciones propias.

CG5 - Ser capaz de emprender y culminar proyectos de forma autónoma, profesional y cualificada.

CG6 - Ser capaz de participar en equipos de trabajo y de liderarlos.

CG7 - Ser capaz de negociar y gestionar la asunción de acuerdos.

CG8 - Ser capaz de adquirir un compromiso ético y personal con la orientación por la calidad, la excelencia y el sacrificio personal.

CG9 - Ser capaz de reconocer la diversidad y la multiculturalidad.

CT1 - Ser capaz de expresarse correctamente en castellano y catalán. El logro de esta competencia implica conocer la gramática castellana y catalana, siendo capaz de expresarse en ambas lenguas de forma correcta y comprensible, tanto por escrito como oralmente.

CE2 - Capacidad para identificar y comprender la estructura y el funcionamiento de los sistemas e instituciones políticas, así como para hacer una reflexión crítica sobre las mismas.

CE8 - Capacidad para asumir como valores esenciales en el desarrollo del quehacer de los politólogos los que toman forma en los principios generales del Derecho y en la Declaración Universal de derechos humanos.

CE9 - Capacidad para analizar la psicología de los actores políticos y los procesos electorales, así como para aplicar los conocimientos adquiridos para una adecuada interpretación de los mismos.

CE10 - Capacidad para comprender, desarrollar y aplicar estrategias de liderazgo político.

## Metodología docente

Learning Activity	Lecture	Seminar	Workshop	Semi-presencial
Relevance	8%	4%	4%	84%

-Lectures: presentation of course contents by the professor, developing a specific subject and relating it with other issues concerning the course as a whole.

-Short Practices: in most of the sessions, a theoretical approach will be combined with short practices that will be done in the classroom. These practices will be completed individually, in small groups or class debate, depending on the topic of the session. In some occasions these practices will be finished at home and submitted for revision and evaluation.

-Class Debate: in some occasions there will be debates after reading a case study or article.

-Brief Summary of the previous session: it will be very usual to start the class answering to a question of the previous session, as a summary of it. It will be common to split up in small groups or answer in an individual format to what we have learned, summarize the session or answer to specific questions related to the application of the contents.

-Oral presentations: the students, in small groups, will have to prepare and present orally a topic.

-Invited speakers at the end of the Course invited professionals in the communication industry, will introduce students into specific cases experienced in their professional life and will show best practices or failures to be discussed during the class.

As a part of the UAO-CEU International Journalism Program, all class contents, written activities and assessment will be held in English, as well as all student - teacher communications.

According to the Abat Oliba CEU's academic regulations and following the On-campus class assistance policy, a reduction of one unity of the final continuous assessment grade will be applied for every two hours of class absence of a student when he/she surpasses 20% of the total assistance of the course's sessions. This 20% includes absences due to health issues, bureaucratic procedures, family issues, etc. If the absence coincides with an assessable class activity it might imply failing the activity in question.

If the whole class would like to attend a specific lecture or event related to the subject, they are obliged to ask for the approval to the professor as well as to the academic responsible of these studies, in order to get to the approval or possible agreement.

The date of the final exam of the course is irremovable and will take place during the final exam period established by the academic calendar. The exact date of the final exam will be opportunely published by the Academic Secretary's office in due time along the semester.

## Sistema de evaluación

60% Continuous assessment practices (there will be different grades depending on the practice: individual/group; in class/at home; quick/long-term.

30% Workshop final essay

10% Individual contribution to the classes

**Assistance:** students are compelled to assist to all classes, seminars and workshops, with a maximum of 20 % of absences.

## Temario. Contenidos

- Introduction to Corporate Communication
- The Concept of Stakeholders. The influencers
- Stakeholder Management with contemporary organizations.
- Organizing Communication. Structures. Charts. Dircom
- Dircom skills and attitudes
- Corporate identity and corporate image. Reputation
- The communication Plan. Strategy, tactics, measurement
- Specialist Areas in Corporate Communication: Media Relations
- Understanding the relationship Dircom/Media Journalist
- Skills for media relations
- Press release, press conference, interview, dabase.

- Specialist Areas in Corporate Communication: Internal Communication
- Specialist Areas in Corporate Communication: Issues Management and Public Affairs
- Specialist Areas in Corporate Communication: Crisis Communication
- Specialist Areas in Corporate Communication: Social Corporate Responsibility
- Corporate Communication for specialized sectors.

### **Bibliografía básica**

- Cornelissen, Joep.  
Corporate communication : a guide to theory and practice / Josep P. Cornelissen.  
London [etc.] : Sage Publications, 2013. 2013  
ISBN 9780857022424

### **Bibliografía complementaria**

Cornelissen, J. (2013). Corporate communication: A guide to theory and practice (3rd ed. reimp.). London [etc.]: Sage Publications.